In the Claims:

1.   (Original) A method for subscriber based generation of a customized publication comprising the steps of:

generating a subscriber list including identifications of a plurality of subscribers for the publication;

providing, to a content provider, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

receiving a designation of a first selected content and a second selected content from the content provider;

associating the first selected content with the first subscriber based on the identification of the first subscriber;

associating the second selected content, different from the first selected content, with the second subscriber based on the identification of the second subscriber; and then

generating a first version of the publication including the first selected content for the first subscriber; and

generating a second version of the publication including the second selected content for the second subscriber.

2.   (Original) The method of Claim 1 wherein the content provider is an advertiser and the first selected content and the second selected content are advertisements.

3.   (Original) The method of Claim 2 wherein the step of receiving a designation of a first selected content and a second selected content from the content provider further comprises the step of receiving a designation of a first selected content based on buying preferences of the first subscriber and a second selected content based on buying preferences of the second subscriber from the content provider.

4.   (Original) The method of Claim 2 wherein the step of generating a first version comprises the step of generating a first version of the publication including the first selected content in a prescribed field of the publication for the first subscriber and wherein the step of generating a second version comprises the step of generating a second version of the publication including the second selected content in the prescribed field of the publication for the second subscriber.

5.   (Previously Presented) The method of Claim 1 further comprising the steps of:

integrating content not designated by the content provider into the first version of the publication and the second version of the publication;

printing the first version and the second version of the publication; and

distributing the printed first version of the publication to the first subscriber and the printed second version of the publication to the second subscriber.

6.   (Original) The method of Claim 1 further comprising the steps performed by the content provider of:

receiving the at least a portion of the subscriber list;

determining if any individually targeted content from the content provider is to be provided in the publication for the first subscriber;

determining if any individually targeted content from the content provider is to be provided in the publication for the second subscriber;

obtaining a first designation of content as the designation of the first selected content based on the identification of the first subscriber if any individually targeted content is to be provided in the publication for the first subscriber;

obtaining a second designation of content as the designation of the second selected content based on the identification of the second subscriber if any individually targeted content is to be provided in the publication for the second subscriber; and

transmitting the first designation of content and the second designation of content

respectively as the designation of the first selected content and the second selected content.

7.   (Original) The method of Claim 6 wherein the first designation of content comprises the first selected content.

8.   (Original) The method of Claim 6 wherein the first designation of content comprises a first identifier of information maintained by a printer of the publication and wherein the step of transmitting the first designation of content further comprises the step of transmitting the first identifier to the printer of the publication.

9.   (Original) The method of Claim 6 wherein the steps of determining if any individually targeted content from the content provider is to be provided further comprise determining if any individually targeted content is to be provided based on individual profile information maintained by the content provider for each of the first and second subscribers.

10.   (Original) The method of Claim 9 wherein the content provider is an advertising distributor and wherein the steps of determining if any individually targeted content from the content provider is to be provided includes the steps performed by the advertising distributor of:

identifying a first target advertiser for the first subscriber based on the individual profile information for the first subscriber;

identifying a second target advertiser for the second subscriber based on the individual profile information for the second subscriber; and

wherein the step of obtaining a first designation of content further comprises the step of obtaining a designation of content associated with the identified first target advertiser; and

wherein the step of obtaining a second designation of content further comprises the step of obtaining a designation of content associated with the identified second target advertiser.

11.   (Original) A system for subscriber based generation of a customized publication comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

a profile data base including profile information about ones of the plurality of subscribers;

a content identification circuit that associates different content with respective ones of the plurality of subscribers based on the identifications of the plurality of subscribers from the subscriber list and the profile information about the respective ones of the plurality of subscribers from the profile database;

a print control circuit operatively coupled to the content identification circuit that generates versions of the publication for respective ones of the plurality of subscribers including associated different content for respective ones of the plurality of subscribers;

a printer that prints the generated versions of the publication responsive to the print control circuit; and

wherein the profile database is associated with a content provider system remote from the content identification circuit, the print control circuit and the printer, the content provider system further comprising:

a determination circuit that determines if any individually targeted content is to be provided in the publication for respective ones of the plurality of subscribers;

a content generation circuit that generates individualized content for respective ones of the plurality of subscribers; and

an output circuit that provides the generated individualized content to the content identification circuit.

12.   (Original) The system of Claim 11 wherein the profile information includes information about buying preferences of the ones of the plurality of subscribers.

13.   (Original) A system for subscriber based generation of a customized

publication comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

means for providing, to a content provider, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

means for receiving a designation of a first selected content and a second selected content from the content provider;

means for associating the first selected content with the first subscriber based on the identification of the first subscriber;

means for associating the second selected content, different from the first selected content, with the second subscriber based on the identification of the second subscriber;

means for generating a first version of the publication including the first selected content for the first subscriber; and

means for generating a second version of the publication including the second selected content for the second subscriber.

14.   (Previously Presented) The system of Claim 13 wherein the content provider is an advertiser and the first selected content and the second selected content comprise advertisements.

15.   (Previously Presented) The system of Claim 13 wherein the means for receiving a designation further comprises means for receiving a first selected content based on buying preferences of the first subscriber and a second selected content based on buying preferences of the second subscriber from the content provider.

16.   (Previously Presented) The system of Claim 13 wherein the means for generating a first version comprises means for generating a first version of the publication including the first selected content in a prescribed field of the publication for the first

subscriber and wherein the means for generating a second version comprises means for generating a second version of the publication including the second selected content in the prescribed field of the publication for the second subscriber.

17.   (Previously Presented) The system of Claim 13 further comprising:

means for integrating content not designated by the content provider into the first version of the publication and the second version of the publication;

a printer that prints the first version and the second version of the publication; and

means for distributing the printed first version of the publication to the first subscriber and the printed second version of the publication to the second subscriber.

18.   (Previously Presented) The system of Claim 13 further comprising a content provider system comprising:

means for receiving the at least a portion of the subscriber list;

means for determining if any individually targeted content from the content provider is to be provided in the publication for the first subscriber;

means for determining if any individually targeted content from the content provider is to be provided in the publication for the second subscriber;

means for obtaining a first designation of content as the designation of the first selected content based on the identification of the first subscriber if any individually targeted content is to be provided in the publication for the first subscriber;

means for obtaining a second designation of content as the designation of the second selected content based on the identification of the second subscriber if any individually targeted content is to be provided in the publication for the second subscriber; and

means for transmitting the first designation of content and the second designation of content respectively as the designation of the first selected content and the second selected content.

19.   (Original) The system of Claim 18 wherein the first designation of content

comprises the first selected content.

20.   (Original) The system of Claim 18 wherein the first designation of content comprises a first identifier of information maintained by a printer of the publication and wherein the means for transmitting the first designation of content further comprises means for transmitting the first identifier to the printer of the publication.

21.   (Original) The system of Claim 18 wherein the means for determining if any individually targeted content from the content provider is to be provided further comprise means for determining if any individually targeted content is to be provided based on individual profile information maintained by the content provider for each of the first and second subscribers.

22.   (Original) The system of Claim 21 wherein the content provider is an advertising distributor and wherein the means for determining if any individually targeted content from the content provider is to be provided include an advertising distributor system comprising:
        means for identifying a first target advertiser for the first subscriber based on the individual profile information for the first subscriber;
        means for identifying a second target advertiser for the second subscriber based on the individual profile information for the second subscriber; and
        wherein the means for obtaining a first designation of content further comprises means for obtaining a designation of content associated with the identified first target advertiser; and
        wherein the means for obtaining a second designation of content further comprises means for obtaining a designation of content associated with the identified second target advertiser.

23.   (Original) A computer program product for subscriber based generation of a

customized publication, comprising:

a computer-readable storage medium having computer-readable program code embodied in said medium, said computer-readable program code comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

computer-readable program code which provides, to a content provider, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first of the subscribers;

computer-readable program code which receives a designation of the first selected content and the second selected content from the content provider;

computer-readable program code which associates a first selected content with the first subscriber based on the identification of the first subscriber;

computer-readable program code which associates a second selected content, different from the first selected content, with the second subscriber based on the identification of the second subscriber;

computer-readable program code which generates a first version of the publication including the first selected content for the first subscriber; and

computer-readable program code which generates a second version of the publication including the second selected content for the second subscriber.

24.   (Original) The computer program product of Claim 23 wherein the content provider is an advertiser and the first selected content and the second selected content comprise advertisements.

25.   (Original) The computer program product of Claim 24 wherein the computer-readable program code which receives a designation of the first selected content and the second selected content from the content provider further comprises computer-readable program code which receives a designation of the first selected content based on buying preferences of the first subscriber and the second selected content based on buying

preferences of the second subscriber from the content provider.

26.   (Original) The computer program product of Claim 24 wherein the computer-readable program code which generates a first version comprises computer-readable program code which generates a first version of the publication including the first selected content in a prescribed field of the publication for the first subscriber and wherein the computer-readable program code which generates a second version comprises computer-readable program code which generates a second version of the publication including the second selected content in the prescribed field of the publication for second subscriber.

27.   (Original) The computer program product of Claim 24 further comprising:
computer-readable program code which integrates content not designated by the content provider into the first version of the publication and the second version of the publication; and
computer-readable program code which initiates distribution of the first version of the publication to the first subscriber and the second version of the publication to the second subscriber.

28.   (Original) The computer program product of Claim 24 further comprising a content provider computer program product comprising:
computer-readable program code which receives the at least a portion of the subscriber list;
computer-readable program code which determines if any individually targeted content from the content provider is to be provided in the publication for the first subscriber;
computer-readable program code which determines if any individually targeted content from the content provider is to be provided in the publication for the second subscriber;
computer-readable program code which obtains a first designation of content as the designation of the first selected content based on the identification of the first subscriber if

any individually targeted content is to be provided in the publication for the first subscriber;

computer-readable program code which obtains a second designation of content as the designation of the second selected content based on the identification of the second subscriber if any individually targeted content is to be provided in the publication for the second subscriber; and

computer-readable program code which transmits the first designation of content and the second designation of content respectively as the designation of the first selected content and the second selected content.

29.   (Original) The computer program product of Claim 28 wherein the first designation of content comprises the first selected content.

30.   (Original) The computer program product of Claim 28 wherein the first designation of content comprises a first identifier of information maintained by a printer of the publication and wherein the computer-readable program code which transmits the first designation of content further comprises computer-readable program code which transmits the first identifier to the printer of the publication.

31.   (Original) The computer program product of Claim 28 wherein the computer-readable program code which determines if any individually targeted content from the content provider is to be provided further comprise computer-readable program code which determines if any individually targeted content is to be provided based on individual profile information maintained by the content provider for each of the first and second subscribers.

32.   (Original) The computer program product of Claim 31 wherein the content provider is an advertising distributor and wherein the computer-readable program code which determines if any individually targeted content from the content provider is to be provided include an advertising distributor computer program product comprising:

computer-readable program code which identifies a first target advertiser for the first

subscriber based on the individual profile information for the first subscriber;

computer-readable program code which identifies a second target advertiser for the second subscriber based on the individual profile information for the second subscriber; and

wherein the computer-readable program code which obtains a first designation of content further comprises computer-readable program code which obtains a designation of content associated with the identified first target advertiser; and

wherein the computer-readable program code which obtains a second designation of content further comprises computer-readable program code which obtains a designation of content associated with the identified second target advertiser.

33.   (New) A method for subscriber based generation of a customized publication comprising the steps of:

generating a subscriber list including identifications of a plurality of subscribers for the publication;

providing, to an advertiser, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

receiving a designation of a first advertisement based on buying preferences of the first subscriber and a designation of a second advertisement based on buying preferences of the second subscriber from the advertiser;

associating the first advertisement with the first subscriber based on the identification of the first subscriber;

associating the second advertisement, different from the first advertisement, with the second subscriber based on the identification of the second subscriber; and then

generating a first version of the publication including the first advertisement in a prescribed field of the publication for the first subscriber;

generating a second version of the publication including the second advertisement in a prescribed field of the publication for the second subscriber;

integrating content not designated by the advertiser into the first version of the

publication and the second version of the publication;

printing the first version and the second version of the publication; and

distributing the printed first version of the publication to the first subscriber and the printed second version of the publication to the second subscriber.

34.   (New) A method for subscriber based generation of a customized publication, the method comprising:

generating a subscriber list including identifications of a plurality of subscribers for the publication;

providing, to an advertising distributor, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

receiving the at least a portion of the subscriber list at the advertising distributor;

determining if any individually targeted content from the advertising distributor is to be provided based on individual profile information maintained by the advertising distributor for each of the first and second subscribers;

identifying a first target advertiser for the first subscriber based on the individual profile information for the first subscriber;

identifying a second target advertiser for the second subscriber based on the individual profile information for the second subscriber;

obtaining first selected content associated with the identified first target advertiser based on the identification of the first subscriber if any individually targeted content is to be provided in the publication for the first subscriber;

obtaining second selected content associated with the identified second target advertiser based on the identification of the second subscriber if any individually targeted content is to be provided in the publication for the second subscriber; and

transmitting the first selected content and the second selected content from the advertising distributor;

receiving the first selected content and the second selected content from the

advertising distributor;

associating the first selected content with the first subscriber based on the identification of the first subscriber;

associating the second selected content, different from the first selected content, with the second subscriber based on the identification of the second subscriber; and then

generating a first version of the publication including the first selected content for the first subscriber; and

generating a second version of the publication including the second selected content for the second subscriber.

35.　(New) A system for subscriber based generation of a customized publication comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

a profile database including profile information about buying preferences of ones of the plurality of subscribers;

a content identification circuit that associates different advertisements with respective ones of the plurality of subscribers based on the identifications of the plurality of subscribers from the subscriber list and the profile information about the buying preferences of the respective ones of the plurality of subscribers from the profile database;

a print control circuit operatively coupled to the content identification circuit that generates versions of the publication for respective ones of the plurality of subscribers including associated different advertisements in respective prescribed fields of the publication for respective ones of the plurality of subscribers;

a printer that prints the generated versions of the publication responsive to the print control circuit; and

wherein the profile database is associated with an advertisement provider system remote from the content identification circuit, the print control circuit and the printer, the advertisement provider system further comprising:

a determination circuit that determines if any individually targeted advertisements are to be provided in the publication for respective ones of the plurality of subscribers;

a content designation circuit that designates individualized advertisements for respective ones of the plurality of subscribers; and

an output circuit that provides designations of the individualized advertisements to the content identification circuit.

36.   (New) A system for subscriber based generation of a customized publication comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

a profile database including profile information about ones of the plurality of subscribers;

a content identification circuit that associates different content with respective ones of the plurality of subscribers based on the identifications of the plurality of subscribers from the subscriber list and the profile information about the respective ones of the plurality of subscribers from the profile database;

a print control circuit operatively coupled to the content identification circuit that generates versions of the publication for respective ones of the plurality of subscribers including associated different content for respective ones of the plurality of subscribers;

a printer that prints the generated versions of the publication responsive to the print control circuit; and

wherein the profile database is maintained by an advertisement distribution system remote from the content identification circuit, the print control circuit and the printer, the advertisement distribution system further comprising:

a determination circuit that determines if any individually targeted content is to be provided in the publication for respective ones of the plurality of subscribers based on the profile information and that identifies a respective plurality of target advertisers based on the profile information about ones of the plurality of subscribers;

a content generation circuit that obtains content associated with respective ones of the plurality of identified target advertisers and generates individualized content for respective ones of the plurality of subscribers; and

an output circuit that provides the generated individualized content to the content identification circuit.

37.   (New) A computer program product for subscriber based generation of a customized publication, comprising:

a computer-readable storage medium having computer-readable program code embodied in said medium, said computer-readable program code comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

computer readable program code which provides, to an advertiser, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

computer readable program code which receives a designation of a first advertisement based on buying preferences of the first subscriber and a second advertisement based on buying preferences of the second subscriber from the advertiser;

computer readable program code which associates the first advertisement with the first subscriber based on the identification of the first subscriber;

computer readable program code which associates the second advertisement, different from the first advertisement, with the second subscriber based on the identification of the second subscriber;

computer readable program code which generates a first version of the publication including the first advertisement in a prescribed field of the publication for the first subscriber;

computer readable program code which generates a second version of the publication including the second advertisement in a prescribed field of the publication for the second subscriber;

computer readable program code which integrates content not designated by the advertiser into the first version of the publication and the second version of the publication; and

computer readable program code which initiates distribution of the first version of the publication to the first subscriber and the second version of the publication to the second subscriber.

38.   (New) A computer program product for subscriber based generation of a customized publication, comprising:

a computer-readable storage medium having computer-readable program code embodied in said medium, said computer-readable program code comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

computer readable program code which provides, to an advertising distributor, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

computer readable program code which receives first selected content and second selected content from the advertising distributor;

computer readable program code which associates the first selected content with the first subscriber based on the identification of the first subscriber;

computer readable program code which associates the second selected content, different from the first selected content, with the second subscriber based on the identification of the second subscriber;

computer readable program code which generates a first version of the publication including the first selected content for the first subscriber;

computer readable program code which generates a second version of the publication including the second selected content for the second subscriber; and

wherein the computer program product is associated with an advertising distributor computer program product, the advertising distributor computer program product comprising:

computer readable program code which receives the at least a portion of the subscriber list at the advertising distributor;

computer readable program code which determines if any individually targeted content from the advertising distributor is to be provided based on individual profile information maintained by the advertising distributor for each of the first and second subscribers;

computer readable program code which identifies a first target advertiser for the first subscriber based on the individual profile information for the first subscriber;

computer readable program code which identifies a second target advertiser for the second subscriber based on the individual profile information for the second subscriber;

computer readable program code which obtains the first selected content associated with the identified first target advertiser based on the identification of the first subscriber if any individually targeted content is to be provided in the publication for the first subscriber;

computer readable program code which obtains the second selected content associated with the identified second target advertiser based on the identification of the second subscriber if any individually targeted content is to be provided in the publication for the second subscriber; and

computer readable program code which transmits the first selected content and the second selected content from the advertising distributor.